



Social Media Recruiting

Use your profiles to attract job applicants

by: Rebecca Adolf & Kaitlyn Fisher, Impact Networking

As an office technology dealership owner, you have likely created social media profiles for your business and ensure that they are updated regularly in order to attract prospective customers. But have you considered that these profiles can assist you in recruiting employees? In this article, we will discuss how to create a social media strategy for increasing job applicants and how to measure the results.



For which position are you seeking applicants? The answer will help you to identify your target audience(s), as different audiences frequent different sites. As far as age, gender, psychographics, demographics, etc., try to be as specific as possible about who you want to reach. Then, through Internet research, determine where they can be reached. Senior-level employees may not be in the same social space as entry-level recruits. Make sure to understand your audience; what type of content do they want and on which networks would they like to receive it?

Now you need to come up with a content strategy. Figure out what your audience wants from you. Through research and your own knowledge, consider what people want to know when applying for a job and use your social media pages to communicate this information. Be specific. Are you hiring for sales jobs? If so, develop a list of what people are looking for in a sales job and, through social content, tell your prospective employees how your company fulfills those needs. Some content ideas include:

Blogs — Write and post blogs on your website about your company. Include company news, new employees, charitable efforts, industry-related articles, infographics on the industry, case studies, and detailed job descriptions and benefits.

Videos — Upload videos to YouTube and post them on your website. Videos could include a company overview; interviews with leadership; why someone would want to work for your company; employment opportunities; recruitment tips, etc.

Photos — Upload photos of company events, behind-the-scenes shots, award presentations and new employees to a photo gallery on your website.

Link to this content on social media to direct visitors to your website where they can engage with your company. In this case, the goal is to get them to apply for a job.

So, what is the best way to communicate with your target audience? Be strategic. Do not just post on your own social

media channels. There are people you want to reach who are outside of your network. Be active and conversational to increase brand exposure and attract new followers, and develop your company as a thought leader. Search for relevant Facebook groups, Twitter hashtags, LinkedIn groups, Google+ communities and individuals with interests that align with your organization and industry. Share your relevant content with groups, use hashtags and make it easy for those who do not follow you directly to find and read your content.

Next, do some measurement. For recruiting, the goal would be to increase the number of job applicants. If you have an online application, this is easy to measure. In Google Analytics, you are able to view website traffic by source. You can set up a goal in Google Analytics using the URL of the thank-you page a visitor sees after he (or she) submits an online application. Track how many people fill out the application and evaluate their behavior on the website that led them to apply. Determine if the applicants were driven to the website from social media. If you do not have a job application on your website (which you should consider adding), during interviews you can ask applicants, “How did you hear about us?” This will also help you gauge social media success.

If you want to figure out the ROI, use your analytics to measure the number of people who came to your website via social media and compare that to alternatives. Did you save money by not having to purchase a job listing on a third-party website or hire a recruiter?

Social media and online marketing is a process, not a project. Your business has to stay fresh, current and meet the needs of the customer. Use trial and error, test new tactics and measure results. The bottom line: Filter that traffic back to your website and make it easy for prospects to submit job applications. ■

Rebecca Adolf, senior designer, and Kaitlyn Fisher, Internet marketing specialist, are with the Creative Services

Group of BTA member dealership Impact Networking Group LLC, Waukegan, Ill.

They can be reached at radolf@impactcsg.com or kfisher@impactcsg.com. Visit www.impactmybiz.com.

